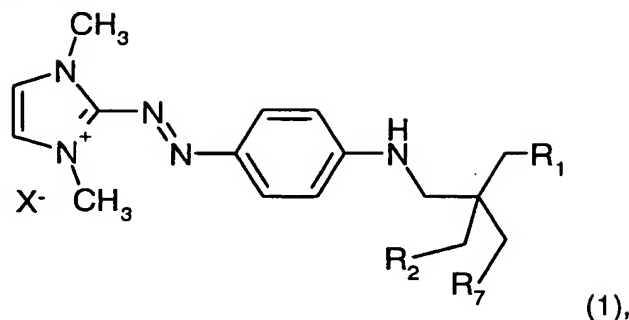


Claims:

1. Cationic dye of formula (1)



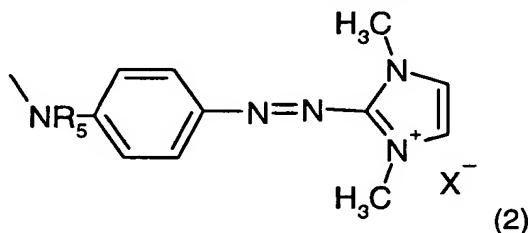
wherein

R_1 and R_7 are each independently of the other hydrogen, hydroxyl; unsubstituted or substituted C_1 - C_6 alkyl, aryl radical or C_1 - C_6 alkoxy; or $-NR_3R_4$,

wherein

R_3 and R_4 are each independently of the other hydrogen, unsubstituted or substituted aryl radical or C_1 - C_6 alkyl, and

R_2 is hydrogen, hydroxyl, unsubstituted or substituted C_1 - C_6 alkyl, aryl radical or C_1 - C_6 alkoxy, $-NR_3R_4$, or an organic radical of formula (2)



wherein

R_5 is hydrogen, unsubstituted or substituted aryl radical or C_1 - C_6 alkyl, and

X^- is an anion.

2. Cationic dye according to claim 1, wherein

R_1 and R_7 are each independently of the other hydrogen, unsubstituted C_1 - C_6 alkyl, $-(C_1$ - C_6 alkylen)-OH, $-(C_1$ - C_6 alkylen)- NR_3R_4 or $-NR_3R_4$, wherein

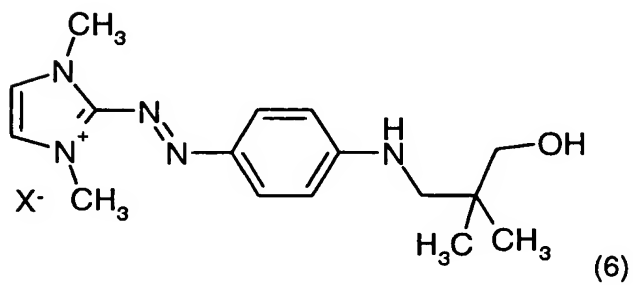
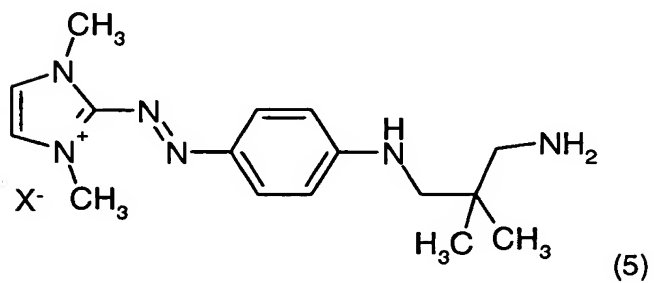
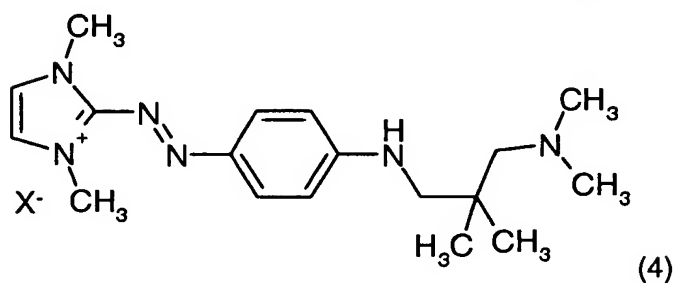
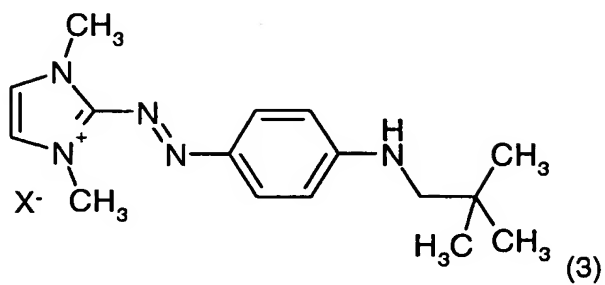
R_3 and R_4 are each independently of the other hydrogen, unsubstituted C_1 - C_6 alkyl, and

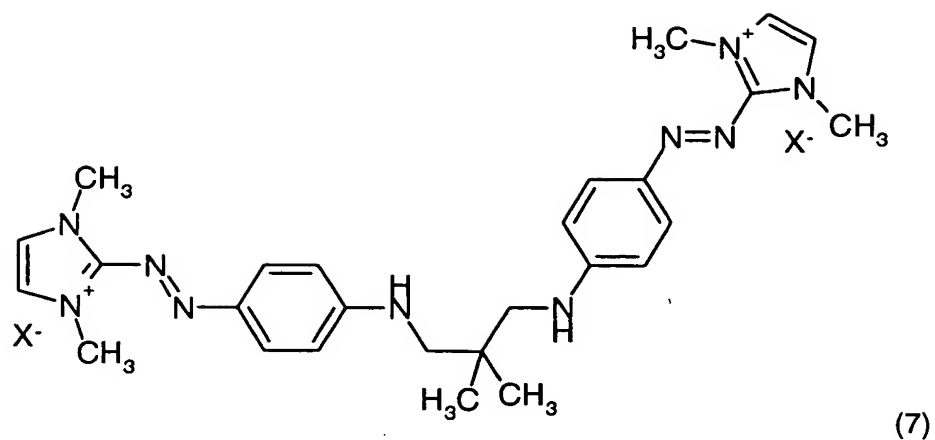
R_2 is hydrogen, hydroxyl, unsubstituted C_1 - C_6 alkyl, $-(C_1$ - C_6 alkylen)-OH, $-(C_1$ - C_6 alkylen)- NR_3R_4 ; or $-NR_3R_4$, or an organic radical of formula (2) as described in claim 1.

3. Cationic dye according to claim 1, wherein

R₁ and R₇ are hydrogen.

4. Cationic dye according to claim 1 of formula (3), (4), (5), (6) or (7)

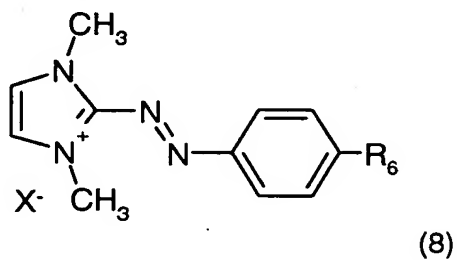




wherein

X⁻ is an anion.

5. A process for the preparation of cationic dyes of formula (1) as defined above in claim 1, which comprises reacting a compound of formula (8)

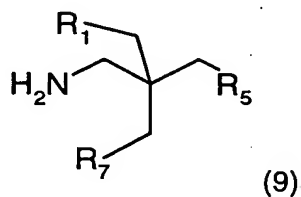


wherein

R₆ is C₁-C₆alkoxy or halide, and

X⁻ is an anion,

with an amine of formula (9)



wherein

R₁, R₅ and R₇ are each independently of the other hydrogen, hydroxyl; unsubstituted or substituted C₁-C₆alkyl, aryl radical or C₁-C₆alkoxy; -NR₃R₄,

wherein

R₃ and R₄ are each independently of the other hydrogen, unsubstituted or substituted aryl radical or C₁-C₆alkyl; and

X⁻ is an anion.

6. A composition comprising at least a single cationic dye of formula (1) as defined above in claim 1, or prepared in accordance with a process according to claim 5.
7. A composition according to claim 6 comprising in addition at least a single further direct dye and/or an oxidative agent.
8. A composition according to claim 6 comprising in addition at least a single oxidative dye and/or; at least a single oxidative dye and an oxidative agent.
9. Composition according to any one of claims 6, 7 or 8 in form of a shampoo, gel or emulsion.
10. A method of dyeing organic material, especially human hair, that comprises bringing into contact with the organic material at least a single a cationic dye of formula (1) according to claims 1 to 4, or a composition according to claims 6 to 9, or a cationic dye as prepared according to claim 5, and, optionally, a further dye.
11. A method according to claim 10 for dyeing or tinting human hair.
12. A method for dyeing human hair or strands according to claims 10 or 11, that comprises contacting the hair with at least a single a cationic dye of formula (1) as defined in claim 1 and an oxidative agent and, optionally, a further direct dye.
13. A method for dyeing human hair according to any of claims 10 to 12, that comprises contacting the hair with at least a single a cationic dye of formula (1) as defined in claim 1 and at least a single oxidative dye; or contacting the hair with a cationic dye of formula (1) as defined in claim 1 and at least a single oxidative dye and an oxidative agent.